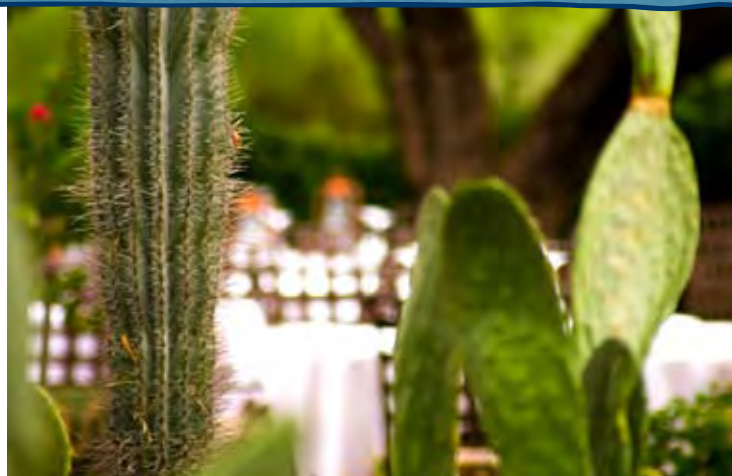




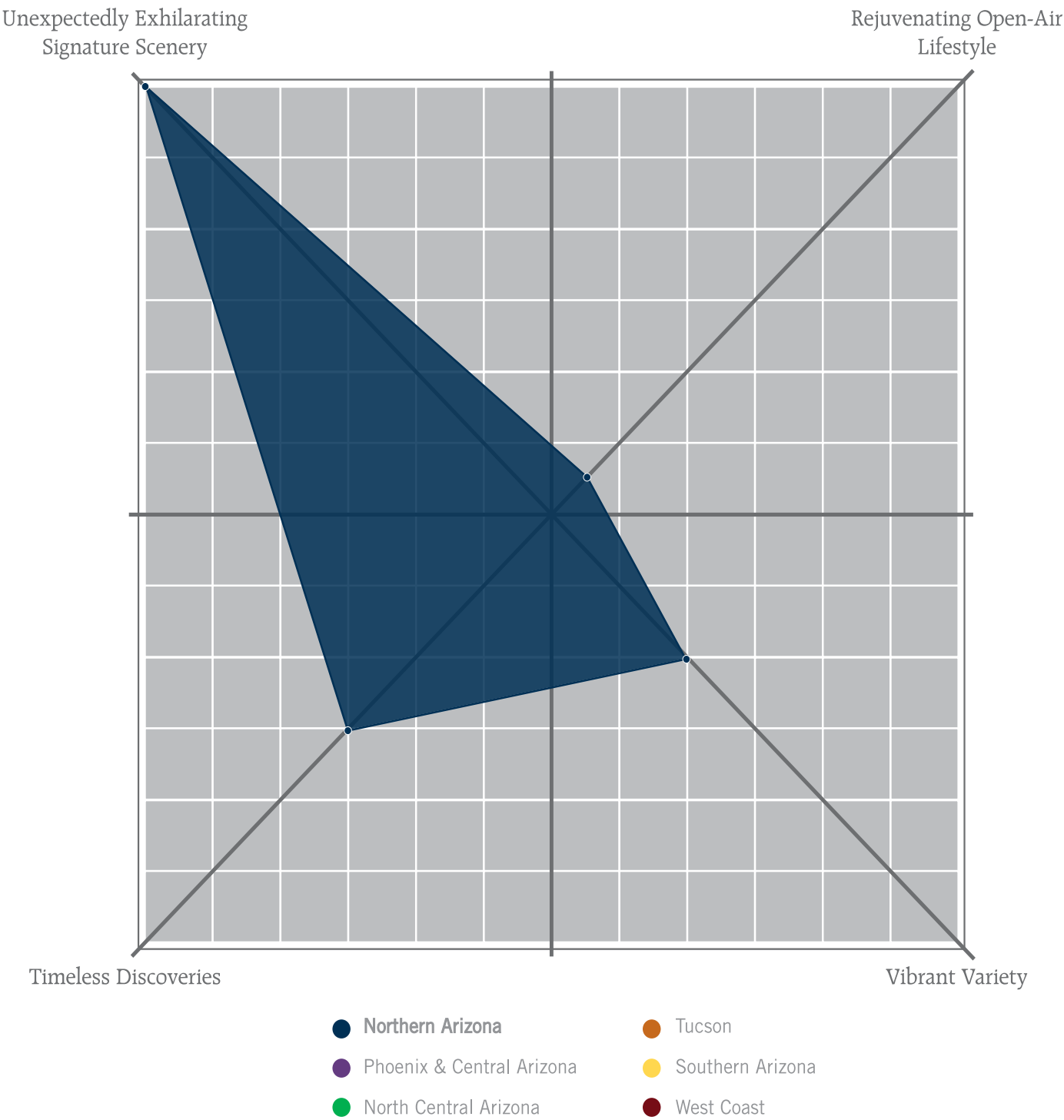
{ Inspiring Unforgettable
Southwest Moments }

BRAND DIMENSION HIERARCHY



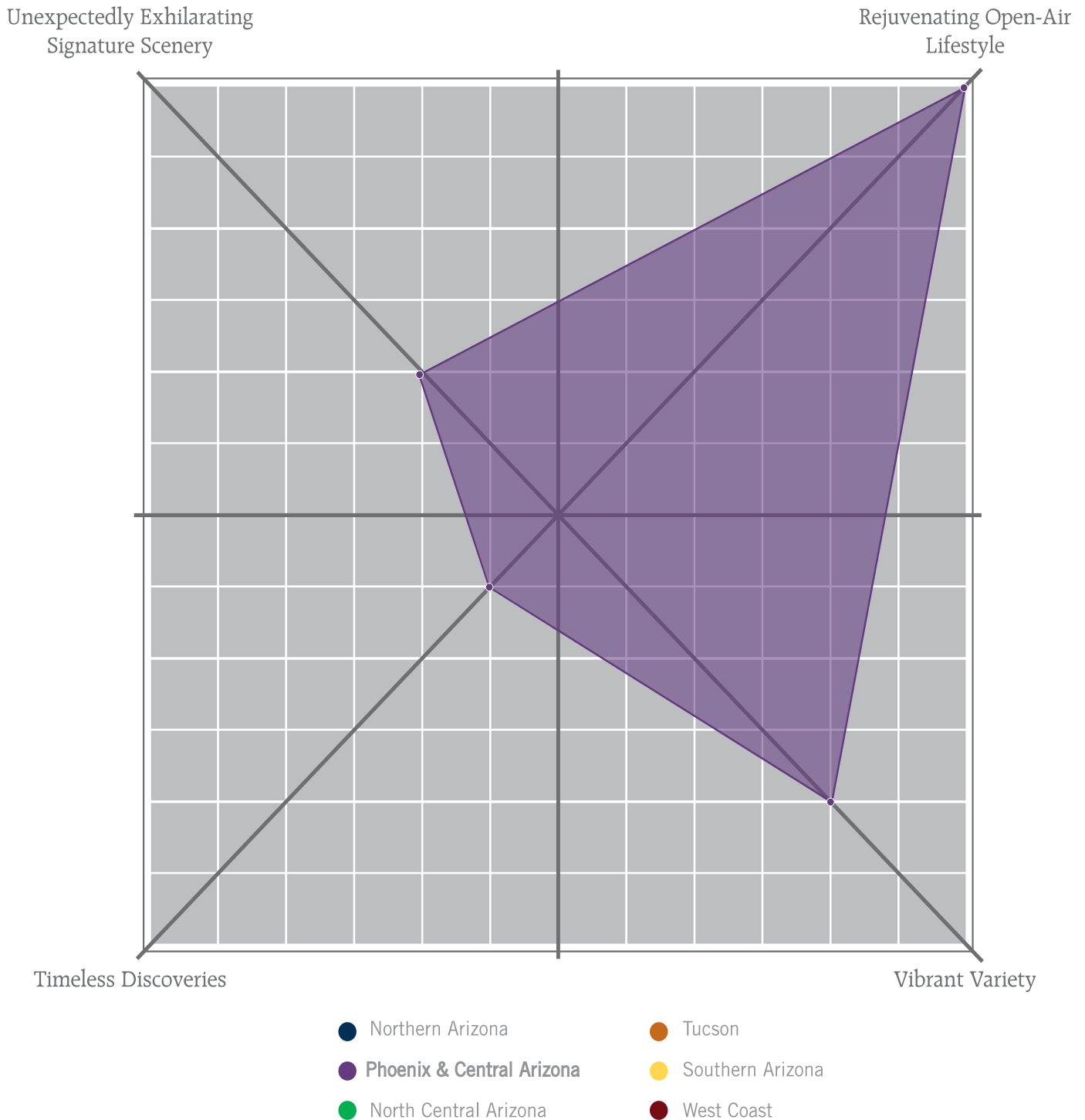
Perceptual Mapping - Northern Arizona

Based on the natural landscape and product offerings in the Northern Arizona region, we are able to qualitatively place the region on the perceptual map below. This illustration demonstrates the strong embrace to the key brand dimension which differentiates this region from the other four regions of the state: Unexpectedly Exhilarating Signature Scenery. It is also important to note the strong pull to the Timeless Discoveries brand dimension as this takes into account the unique charm and product offerings of the communities within this region as well. This map provides an opportunity for each community to carve out and own their unique space within the region.



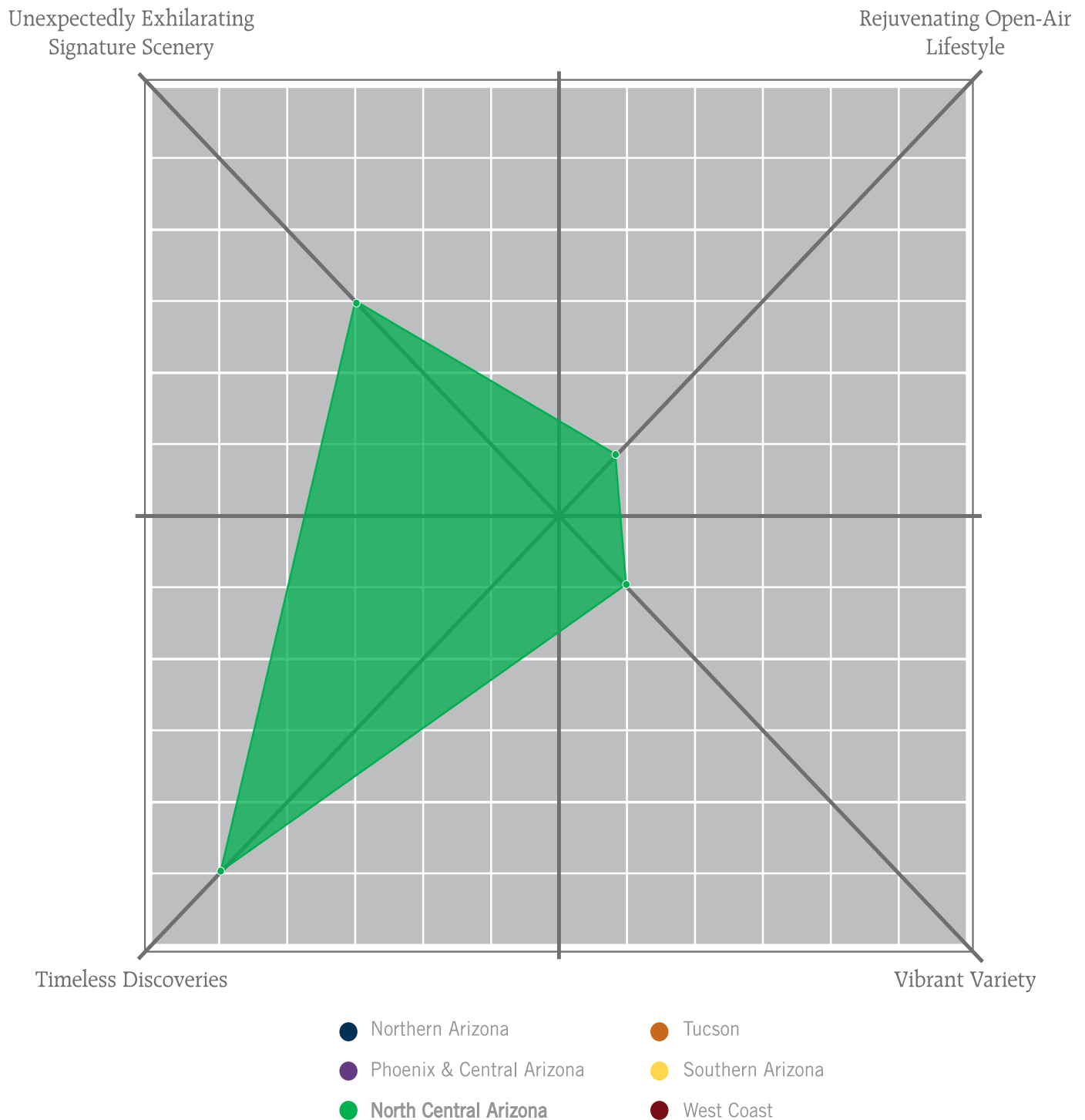
Perceptual Mapping - Phoenix and Central Arizona

Based on the urban attributes and product offerings in the Phoenix and Central Arizona region, we are able to qualitatively place the region on the perceptual map below. This illustration demonstrates the strong embrace to the key brand dimension which differentiates this region from the other four regions: Rejuvenating Open-Air Lifestyle. It is also important to note the strong pull to the Vibrant Variety brand dimension as this takes into account both the urban elements as well as the unique charm and diversity of the communities within this region. This map provides an opportunity for each community to carve out and own their unique space within the region.



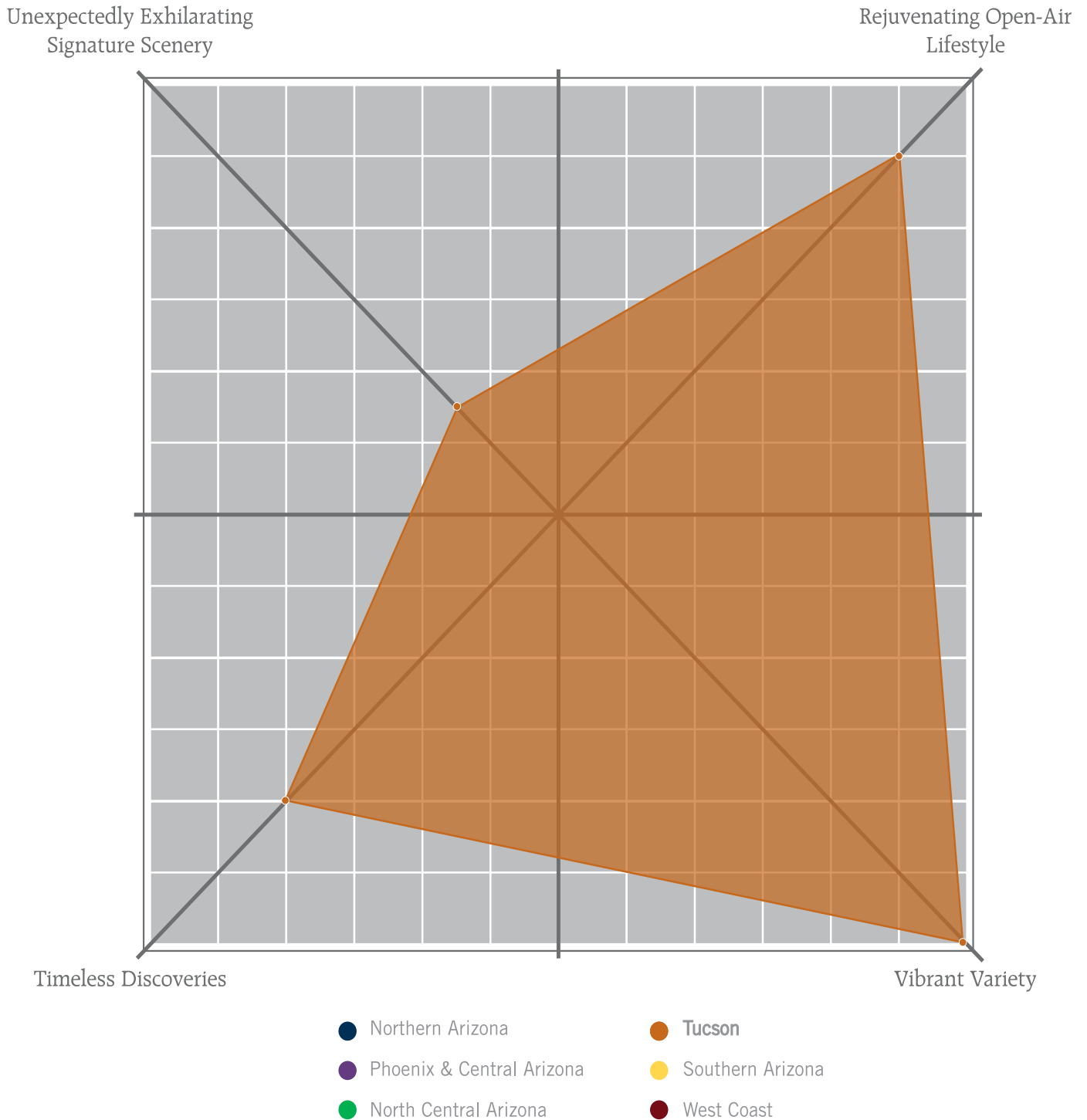
Perceptual Mapping - North Central Arizona

Based on the rich history and product offerings of the North Central region, we are able to qualitatively place the region on the perceptual map below. This illustration demonstrates the strong embrace to the key brand dimension which differentiates this from the other four regions: Timeless Discoveries. It is also important to note the strong pull to the Unexpectedly Exhilarating Signature Scenery brand dimension as this takes into account the natural landscape of the region. This map provides an opportunity for each community to carve out and own their unique space within the region.



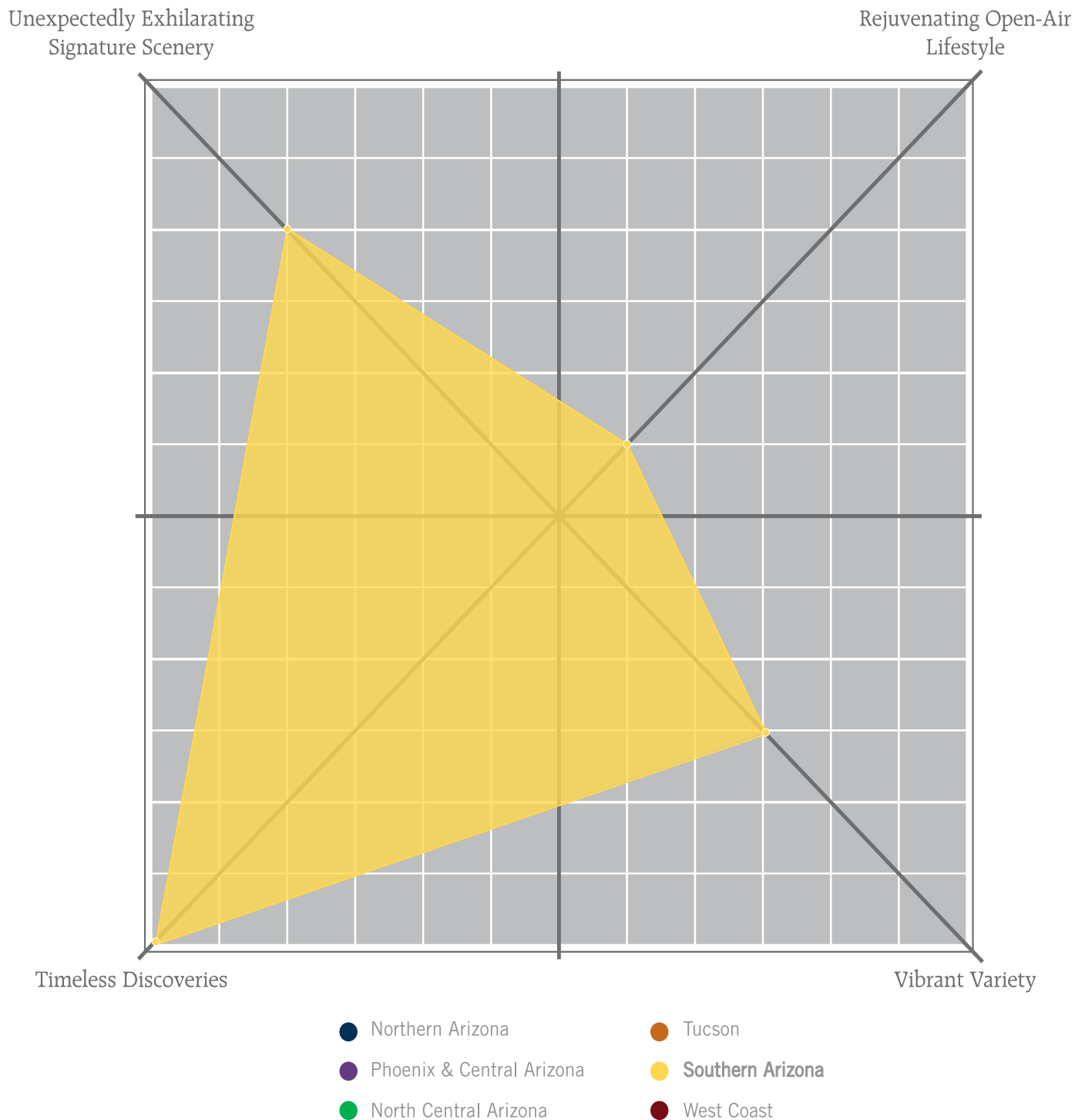
Perceptual Mapping - Tucson Arizona

Tucson has been called out separately in this perceptual mapping exercise due to the unique nature of the city as compared to the overall attributes of the Southern Arizona region. This illustration demonstrates the strong embrace to the key brand dimension which differentiates the Tucson area from the Southern Arizona region: Vibrant Variety. Although Tucson does have many similarities to the Southern Arizona region, the urban attributes and product offerings of this city make it unique to the region with additional attributes of the Rejuvenating Open-Air Lifestyle brand dimension. Providing this additional layer of granularity down to the city level also allows for businesses, hotels, restaurants and attractions to carve out and own a unique space within Tucson as could be done for any city within the state.



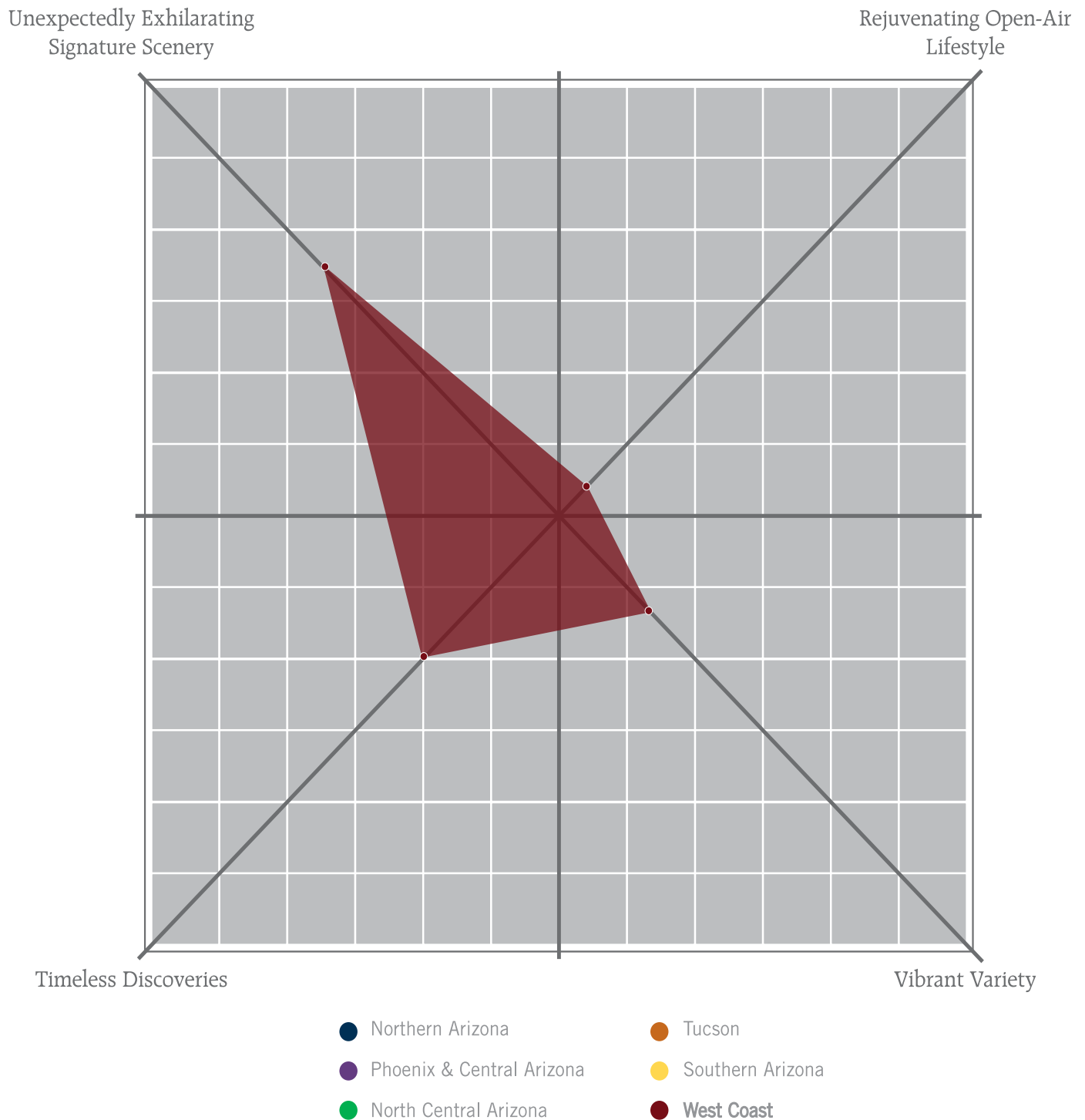
Perceptual Mapping - Southern Arizona

Based on the landscape and product offerings in the Southern Arizona region (not including Tucson), we are able to qualitatively place the region on the perceptual map below. This illustration demonstrates the strong embrace to the key brand dimension which differentiates the Southern Arizona region from the other four regions: Timeless Discoveries. It is also important to note the strong pull to both Unexpectedly Exhilarating Signature Scenery and the Vibrant Variety brand dimensions as this takes into account the other diverse offerings and landscape of this region.



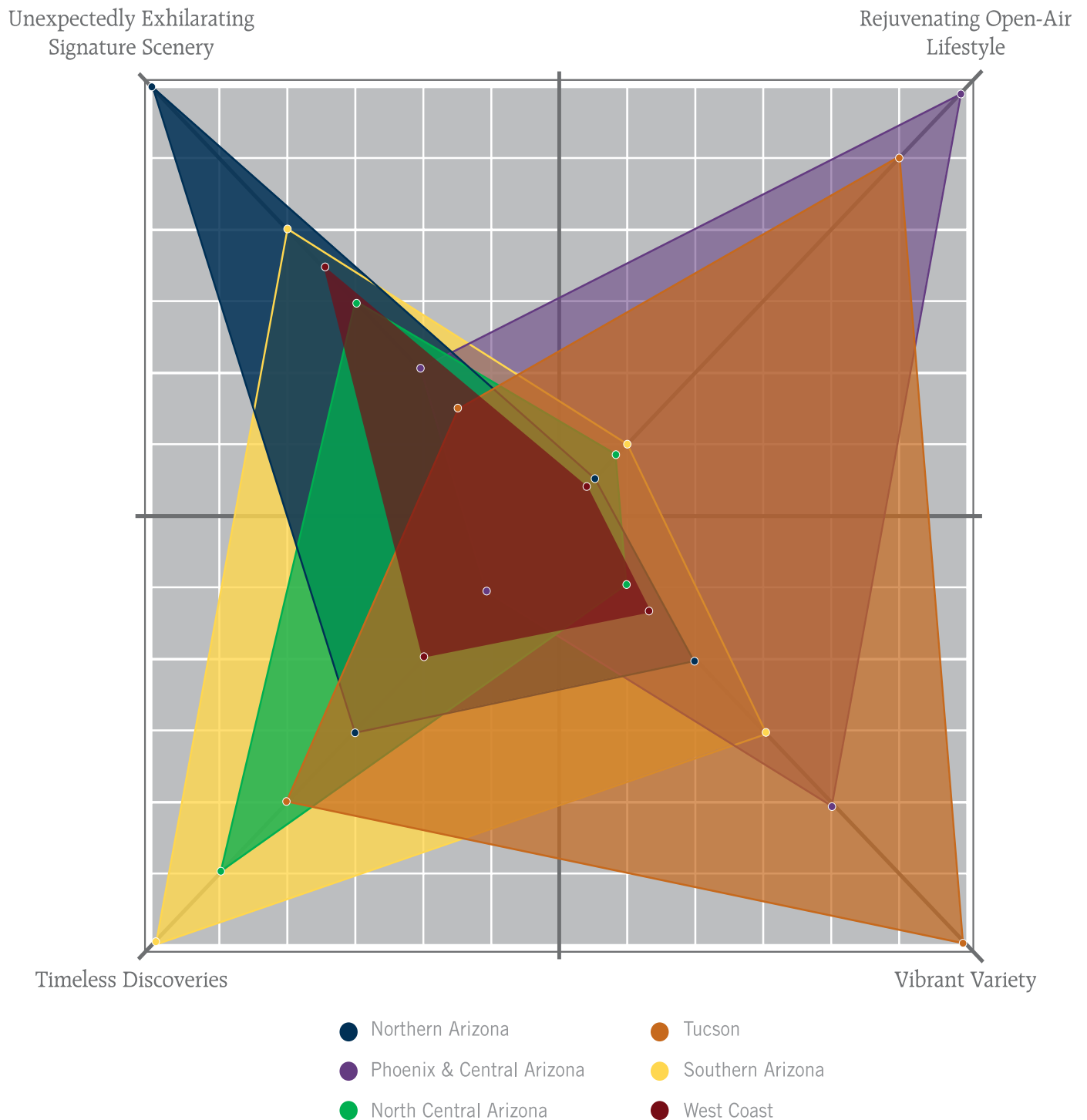
Perceptual Mapping - Arizona's West Coast

Based on the landscape and product offerings of Arizona's West Coast region, we are able to qualitatively place the region on the perceptual map below. This illustration demonstrates the embrace to the brand dimension which helps differentiate the West Coast region from the other four regions: Unexpectedly Exhilarating Signature Scenery. It is also important to note the pull to the Timeless Discoveries brand dimension as this takes into account the unique charm and product offerings of this region.



Perceptual Mapping

The five regions of the state along with Tucson have been placed on the map below to illustrate the comprehensive nature of the four brand dimensions representing Arizona as a unique and diverse destination. The Perceptual Mapping allows each region and additionally, each community to own their own space within the statewide brand. By focusing on the four brand dimensions and defining unique spaces both at the regional and community levels, it creates a wide breadth and depth of tourism product offerings within the state while maintaining a consistent overarching message.





PERCEPTUAL MAPPING

This exercise has allowed AOT to define an ownable space in the marketplace, as we are able to define:

- ~ Elements that are true to the Arizona brand.
- ~ Elements that are meaningful to the target consumer.
- ~ Elements that distinguish Arizona from the competition

With this foundation we are able to develop marketing communications that demonstrate the Arizona brand in tone, imagery and messaging.

Creating an ownable space for Arizona is the key objective of AOT's year-round marketing efforts. This allows AOT to shift many of the current perceptions of Arizona in the minds of the consumer to elements that are true to the Arizona brand. Through the embodiment of Arizona's brand promise and marketing of the four brand dimensions AOT is able to showcase what a vibrant, urban, thrillingly diverse and awe inspiring state it is.

Notes

A series of horizontal lines drawn in a light gray, hand-drawn style, intended for writing notes. The lines are grouped into several sets, with some sets having a small gap between them, suggesting different sections or paragraphs. The lines are slightly wavy and uneven, giving them a natural, hand-drawn appearance.